Inside & Out

Company's newest subsidiary opens in Hong Kong

On Aug. 1, Compaq announced the opening of its 18th wholly owned subsidiary, Compaq Computer Hong Kong Limited.

The new Hong Kong subsidiary will provide the complete range of COMPAQ products to North Asia, a region that includes Hong Kong, People's Republic of China, South Korea and Taiwan, through a network of Authorized COMPAQ Computer Dealers. Prior to the opening of the Hong Kong subsidiary, Authorized Dealers in these countries were supported by the Singapore subsidiary, Compaq Computer Asia Pte Ltd.

"The establishment of the Hong Kong subsidiary is a response to the growth and increasing demand for COMPAQ products in North Asia," said Lim Soon Hock, Regional Managing Director of Compaq Computer Asia Pte Ltd. "The increased presence of Compaq in Asia is part of a continuing international expansion program.

"Compaq has experienced excellent growth in Asia, mirroring the growth of Compaq worldwide," Lim continued. In Asia, we experienced a very high growth rate in the first half of 1990 compared with the same period a year ago. Today,

North Asia represents half of that business."

In terms of computer usage, residents of Hong Kong are among the most sophisticated users of information technology in North Asia. According to figures compiled by research firm

International Data Corporation (IDC), PC shipments in Hong Kong are expected to grow from $117.5 million U.S. dollars in 1990 to $166.9 million U.S. dollars in 1992.

Since establishing an Asian marketing and sales presence in 1988, Compaq

has developed its dealer base quite rapidly. There are five Authorized Dealers in Hong Kong. Laurie Kan has been appointed Area Sales Manager for North Asia. Full staffing of the subsidiary is expected to be complete in the next few weeks.


DISTRIBUTION CENTER OPENS

Compaq recently unveiled its new Houston distribution center, a state-of-the-art facility for shipping personal computers to the North American market. The highly automated facility features sophisticated software designed to streamline distribution operations. The three-story structure took 15 months to build and contains more than 300,000 square feet of handling and storage space–triple the size of the previous distribution facility in CCM5. This recent evolution in the company's materials handling operations is expected to see Compaq through the 90s.

SATISFACTION SURVEY

Overall Manufacturer Ratings
MIS Satisfaction Study - Feb. 1990
Taking Everything into Consideration, Including Products, Sales, and Service Support, This Manufacturer Does an Excellent Job in Meeting Your Company's PC Needs

Compaq	61%
IBM	52%
Apple	36%
All Other	51%
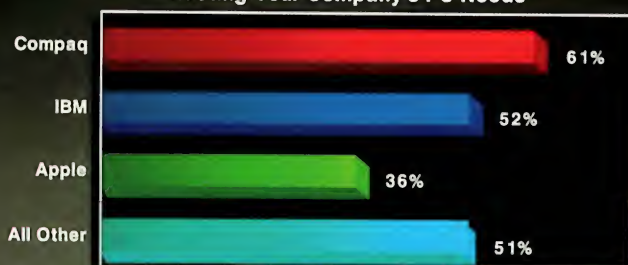
10 Point Scale: 1-Does Not Describe at All; 10-Describes Completely
"All Other"-AST, HP, NEC, And Toshiba

At a recent financial analysts meeting, results of a Management Information Systems (MIS) survey were revealed, demonstrating that Compaq surpasses its competitors in products, sales, service support and customer satisfaction.

ComputerLand honors Compaq

When ComputerLand corporation franchisers voted for the 1990 Vendor of the Year awards, Compaq was doubly honored. The company received two awards–Service Vendor of the Year and Hardware Vendor of the Year.

Other winners included Toshiba America for Vendor of the Year for Channel Strategy; Okidata, Distribution Vendor of the Year; Apple Computer, Inc. for Dealer Training Vendor of the Year; and the ComputerLand Store Management System for Software Vendor of the Year.

The award was given to manufacturers who made outstanding contributions in areas vital to the growth and profitability of the ComputerLand network.

Mike Swavely, President, Compaq North America, accepted the awards.

"This year's award for service goes to a manufacturer who has broken new ground in improving service business in the reseller channel," Dave Eckman, ComputerLand Service Committee, said

in presenting the award.

He cited the company's quick response to the channel's excess parts problem, the establishment of a one-time parts return program and the announcement of significant warranty labor rate increases.

"In short, when we spoke, they listened. Then they did something. They have taken a leadership position in service. The result will be better customer support and more profitable resellers," Eckman concluded.

Glenn Benton, ComputerLand Products Advisory Committee, handed out the hardware award.

"This year's Hardware Vendor of the Year has made a significant difference to the reseller channel," he said. "Its new line of products not only represents a major advance in technology, but it also opens up a whole new range of customers to the reseller channel."

Compaq establishes in-house service for Houston travelers

Beginning Oct. 1, Compaq Houston employees will have an in-house travel service to expedite both business and personal travel arrangements.

Compaq Travel Services, CTS, is a full-service travel agency capable of handling all employee travel needs, including airline, hotel and rental car reservations. The service will also assist in off- or on-site meeting arrangements and group travel.

In the past, Compaq employee travel was arranged through various travel agencies. By consolidating all employee business travel, the company will have more influence with travel providers.

"As the company continues to grow, more employees are planning business-related travel," explains Janice Regenberg, Manager, Travel Services. "The goal of CTS will be to provide the highest quality service by meeting the needs and expectations of Compaq travelers."

The decision to establish an in-house travel service was made after a survey of Compaq travelers was conducted. Survey results showed travelers were not completely satisfied with current service levels. The new service's charter is to improve that service.

CTS will be located in CCA3 on the third floor. It will have approximately 18 people contracted through Rosenbluth Travel Agency Inc. under the direction of Regenberg. Rosenbluth Travel is a Philadelphia-based, privately held owner-managed travel agency with locations throughout the world. The service will use Compaq equipment, including computers and telephone system.

Besides arranging business travel, CTS will also have an on-site meeting planner who will help in planning all aspects of meetings–from negotiating group airline fares and hotel reservations to arranging for audio visual equipment, food and entertainment.

Leisure travel agents will also be on campus to help employees arrange personal travel.

CTS will have a representative at Houston's Intercontinental Airport during peak travel times to meet and assist as many inbound/outbound Compaq travelers as possible.

All business travel airfare booked through CTS will be direct-billed to the company and charged to the account of the employee. The employee will submit the usual expense report for approval. The traveler will pay for hotel and car rental and will submit those charges on an expense account for reimbursement as well.

Three international agents will be on-site to assist employees with international travel arrangements. Rosenbluth Travel has formed an alliance with the best travel management firms worldwide to help international travelers while in foreign countries.

Initially, CTS will serve Houston-based employees. If the need arises, the travel service will be expanded outside of Houston. Tickets will be delivered routinely to all Houston locations including Sommermeyer and Willowchase.

During September, CTS will present travel seminars to various groups of employees who travel frequently or make travel arrangements for others. For information on these seminars or on the new service, call Janice Regenberg at 374-8455 or Annette Young, Travel Coordinator, at 378-7479.

CTS will be open 7:30 a.m. to 6 p.m. CT Monday through Friday, excluding holidays. The main phone number is 378-7777. Dialing this number will put you in contact with an automated call routing system. If you wish to dial directly to the type of travel assistance you need, call domestic business travel, 378-7770; international business travel, 378-7771; meeting arrangements 378-7772; leisure travel, 378-7773; and all other questions, 378-7774.

At the ceremony announcing the donation of 227 COMPAQ DESKPRO PCs to the Harris County Public Library System, Harris County official Jon Lindsay tinkers with one of the donated computers.

Company donates 227 computers to county library system

Thanks to a recent donation by the Compaq Computer Foundation, the Harris County Library System will now be able to store masses of traditional microfiche information in a high-tech compact disc (CD-ROM) format.

The foundation donated 227 COMPAQ DESKPRO PCs to the county library last month. The announcement was made during the Harris County Commissioners' Court meeting, where Harris County official Jon Lindsay accepted the donation.

Harris County is a large governmental entity which encompasses the city of Houston and surrounding areas, including the Compaq main campus.

ComputerLand honors Compaq

He said the time and energy invested in learning about these new products, including the COMPAQ SYSTEMPRO, will "pay off many times over." Benton also thanked Compaq for introducing a new generation of laptop computers that has "set the laptop industry on its head."

"ComputerLand has had consistent success over the years with Compaq, and thanks to their remarkable innovation on several fronts, that pattern promises to continue," he concluded.

ERT luncheon brings volunteers together

Doug Young, Director of Corporate Loss Prevention, talks with, from left, Jackie Lynch, Quality Assurance Supervisor and one-year team member; Stuart Dancer, Product Engineering Assistant and one-and-a-half-year team member; and Pamela Barnes, Line Operator and one-and-a-half-year team member.

When the Compaq Emergency Response Team, ERT, was formed in early 1987, there were only 11 volunteers. Today, there are 120 located at all Houston sites.

At the group's annual appreciation banquet this month, the difference was obvious–the number of employee volunteers honored was nearly double the number attending last year's banquet.

The ERT was formed to ensure quick response to any on-site medical emergency. Although originally trained in a 48-hour course, Compaq ERT members must now complete a 56-hour medical training course to qualify for the team. The course consists of classroom skills and written tests. ERT members must also pass a Texas State Department of Health written and skills examination. Team members also attend monthly continuing education classes to keep up with current medical advances and techniques.

Line TQC team attacks problems with full force

Moving up the learning curve is a built-in part of mastering new skills and processes, and can be a challenging experience. But for members of the TQC team on Line 1 in CCM3, the learning curve offered an opportunity to use Total Quality Commitment (TQC) tools in building a product and a process that exceeded goals and expectations.

According to Supervisor Cel Gregorich, in the early stages of production of Printed Circuit Assemblies (PCAs) for the COMPAQ DESKPRO 286N, the team was concerned with several aspects of the new process—low yields, inability to meet the schedule and a large number of PCAs sent to the Materials Review Board (MRB). Net result: the line fell short of its production goals.

Using such TQC tools as Pareto Charts, Fish Bone Diagrams and Control Charts, the team (nicknamed "Full Force") held meetings to discuss their goals. They decided the processes by which the PCAs were being manufactured had to be closely examined, problems identified and their causes eliminated.

Goals for the line included reducing the number of boards sent to MRB to less than 1 percent, increasing in-circuit test yields and functional test yields and achieving 100 percent schedule performance.

Team members reviewed functional and in-circuit tests results along with data collected by a process management software package developed by Compaq (ControlWare) to help identify problems and analyze outcomes. Information was communicated to team members daily on Pareto and control charts, enabling them to focus on specific problems they could solve that would help them meet their goals.

Team member and test specialist John Flannigan observed a large quantity of bottomside components were being dislodged from the printed circuit boards by the inverter—a machine that flips the boards over between the bottomside and

Members of the CCM3, Line 1 TQC team "Full Force" pulled together to address quality issues.

topside component placement machines. An improperly placed sensor allowed the boards to contact a metal stopper with great force. The sensor was relocated and a rubber cushion placed on the stopper panel to soften the blow. These modifications were so successful at reducing defects at this stage in the process, they have been incorporated throughout the facility.

Other component problems were reduced by further developing the "buddy system" in which manual assembly employees double-check the work on boards they've been handed to ensure work has been done correctly. Although such procedures were already in place, Gregorich noted that "Continuous

improvements to the system resulted in great increases in productivity and error-free work."

The third problem identified by the team was the cycle time differences between the machines which placed topside components and those placing components on the bottom of the boards. After performing a time study of the problem, a line team member suggested reorganizing the components placement performed by the topside machines. The reorganization saved about 10 seconds per board, roughly balancing the two machines.

"Our ultimate goal is zero defects," explains Phill Lane, Line Engineer for the team. "We're making improvements each

day to increase production and decrease defects."

Board shop customers have already noticed a difference. From monthly schedule performance of around 64 percent in April, the team averaged 94 percent in May and 102 percent in June—exceeding their 100 percent goal. In-circuit test yields were 52 percent in April, 73 percent in May and 88 percent in June. Functional test yields increased from 91 percent in April to 94 percent in May and rose again to 95 percent in June.

The line plans to continue the using the TQC tools they have developed to improve the productivity of its manufacturing processes.

Company honored by Houston Food Bank, participates in canned food drive

Compaq was honored with a Houston Food Bank Partnership Award last month after donating three COMPAQ DESKPRO 286 personal computers and a conveyor belt.

The Houston Food Bank is a private, non-profit distribution center designed to feed hungry families in Houston and 25 surrounding counties by distributing food donations to local charities that care for the needy.

Last year, the Food Bank distributed more than 12 million pounds of food to its 400 member agencies, including food pantry programs, shelters for the homeless, nutrition programs for the elderly and child care facilities.

Food is donated primarily through the food industry. The Food Bank secures donations of surplus products from about 200 food companies, including retailers, wholesalers, manufacturers, brokers and growers.

It is estimated that in Harris County,

where the Compaq main campus is located, 487,000 people live in poverty. An estimated 250,000 Houstonians need food assistance at some time during the year. Of these, 53 percent are children.

To further help the charity, Compaq and its architectural firm, Spencer Herolz, will once again participate in the Kiwanis Club Kan Festival benefiting the Food Bank.

Compaq and Spencer Herolz will each donate $1,300 to the charity. The two companies will also join forces to participate in the canned good sculpture contest. The contest also challenges Houston-area businesses to build large sculptures out of cans of food, which will later be donated to the Food Bank.

Last year, the event raised $9,500 and 14,000 pounds of food.

Compaq and Spencer Herolz were awarded the "International Award" and the "People's Choice Award" last year for their "Triumph Over France" sculpture of the famous Arc de Triomphe in Paris.

Seeking to beat the heat of a Houston summer, many Compaq Houston employees have discovered the pleasures of boating on the lake located on property being developed by the company across the street from the Houston campus.

COMPAQ SYSTEMPRO computers dramatically improve network performance in manufacturing

Two COMPAQ SYSTEMPRO PC systems installed recently as file servers in CCM3 in Houston have dramatically increased performance of the Factory Communications Network.

PCB Operations System Services, managed by Rod Timmons, have been working on the installation for two months.

One file server, named EMPIRE, is configured with two 386-33 processors, a NE-2000 network interface card (NIC), a 16-bit Thomas Conrad NIC, and is loaded with eight 210 megabyte hard disk arrays. Using a single disk controller, they were mirrored as two 840 megabyte drives, for total disk space of 1.68 gigabytes. The fileserver runs Novell's Netware 386 V3.00 operating system.

EMPIRE is used for many applications in CCM3, including: the Computer Aided Methods (CAM) system; the Repair and Maintenance (R&M) work request system; the Network Support Request program; the Vertical Storage Retrieval (VSR) controlling software (inventory parts are stored on VSRs); and the Automated Guided Vehicles (AGV) controlling software.

According to engineers in PCB Operations Factory Support, EMPIRE has produced a 75 percent increase in performance and speed over the three fileservers it replaced.

"Executable file loading time has decreased by at least an order of magnitude," maintains Dan Croft in the Functional Test area. "Database reports were taking about 60 seconds. They are now done in about 10 seconds.

"Reports which used to take more than an hour are now completed in under five minutes," Croft adds. "This will allow us to run reports for greater periods of time in a more timely fashion."

Another COMPAQ SYSTEMPRO installed in CCM3, named SMTMAIN, is used to collect test data from the manufacturing floor. Supervisors and managers use this data for report generation. This system has produced a substantial in-

crease in performance and speed–from 100 percent to 1000 percent, depending on the amount of data processing.

It is configured with one 386-33 processor, a NE-3200 NIC, a 16-bit Thomas Conrad NIC, and is loaded with eight 210-megabyte hard disk arrays. Using a single disk controller, the hard disk arrays were mirrored as two 840 megabyte drives, for total disk space of 1.68 gigabytes. The operating system used is Novell's Netware 386 V3.10.

This COMPAQ SYSTEMPRO is different from EMPIRE in that it uses a NE-3200 NIC connected to the

"backbone," which allows it to process large orders at 32 megabits per second.

A COMPAQ SYSTEMPRO has also been installed in CCM4, named M4CAMMAIN. It is set up exactly like EMPIRE and runs applications for the CAM system, the R&M work request system, the Network Support Request program, the VSR controlling software and the AGV controlling software.

The performance and speed enhancements are similar to those of EMPIRE.

"All CAM operations are noticeably faster since the SYSTEMPRO installation,"

claims Paul Williams of PCB Engineering in CCM4. "In particular, copying to lot release seems to have improved by a factor of 10 or more."

Indexing and archiving have tripled since the installation of the three COMPAQ SYSTEMPRO PC systems. Throughput has been increased and the installation has allowed 10 PCs–previously used to do the work of the three COMPAQ SYSTEMPRO systems–to be used in other capacities. Engineers expect to free up 10 additional PCs when other application software is installed on the three new systems.

Rod Timmons, Manufacturing Engineer Supervisor, works on one of the COMPAQ SYSTEMPRO PC systems being used as a file server in manufacturing.

Compaq Scotland recognizes Service

Compaq Scotland believes in Service.

Of course, everybody at Compaq believes in the concept of providing excellent customer service, but Compaq Scotland has another reason to believe.

Her name is Morag Service, and she is Compaq Scotland's 1000th employee. Hired on July 23 as Group Administrator for Brian Devlin in Business Management, Service was officially recognized as the

1000th Scottish employee at the company meeting held later that week.

Service was recognized at the meeting by George Devlin, General Manager of the Service, Spares and Repair operation at Sterling, and the first employee hired at Compaq Scotland.

In honor of the occasion, Service was presented with a T-shirt admonishing everyone to "Think Service"–something *she* should have no trouble doing.

The first Compaq Scotland employee, George Devlin, presents the thousandth Compaq Scotland employee, Morag Service, with a T-shirt sure to make her think twice about the company she's recently joined.

Correction

In the July issue of *Inside & Out*, the Association of Compaq Employees Astronomy Club was incorrectly identified as the Astrology Club in the article titled "Employee Associations Grow."

Compaq-aided solar car speeds on to Australia

"The Pride of Maryland" solar-powered vehicle zoomed off the starting line and into the lead of General Motors Sunrayce 1990, but its advantage was short-lived.

A wrong turn promptly knocked "The Pride of Maryland" off the lead.

"Our car had the fastest qualifying time at Daytona Speedway," University of Maryland spokesman Tom Otwell said of the Compaq-aided vehicle. "But by the time it backtracked and got on the right road, it had fallen well behind."

The vehicle was slowed by battery problems later in the 11-day race. Yet it turned in a respectable third-place finish among 31 entrants. It will now advance with first- and second-place vehicles from the University of Michigan and Western Washington University to the Nov. 11 World Solar Challenge in Australia.

Approximately 30 vehicles from Australia, Japan and the U.S. have qualified for the World Solar Challenge. At least one car each from Canada, Denmark, New Zealand, Nigeria, Puerto Rico, Switzerland, the United Kingdom and West Germany also are entered.

Prepared for Sunrayce and driven by an outstanding team of University of Maryland engineering faculty members, students and recent graduates, the car also was supported by numerous sponsors, including Compaq. The team used a COMPAQ PORTABLE 386 for many preparations.

Those preparations apparently produced the fastest car in the Florida-to-Michigan event. "The Pride of Maryland" sped to the best time on five of the 11 race days—July 9 through 19. The car also posted the fastest pre-race time, earning the right to start first over an 1,800-mile (approximately 2,880-kilometer) course that began at Disney World. But the wrong turn pushed it back to 10th place from first on opening day. Still, by being fastest of all on five days, the car grabbed one of three Sunrayce qualifying spots for the Australia race.

"Even though our car finished third,

"The Pride of Maryland" has qualified for the Nov. 11 World Solar Challenge in Australia, thanks in part to a COMPAQ PORTABLE 386.

it was the most decorated car in the field," Otwell said. "It won the Popular Science magazine award for engineering excellence and the Society of Automotive Engineers award for safety excellence. After the race, Maryland's car had the fastest lap time in a trial at the Indianapolis Motor Speedway.

"David Holloway, our faculty advisor, and his racing team also were recognized by DOE (the U.S. Department of

Energy) for having the best written report on their work."

Holloway and 21 team members are expected to send their support vehicle, spare parts and other equipment to Australia in mid-September. "The Pride of Maryland" will follow by air in mid-October, accompanied by team members.

The World Solar Challenge will feature more than 40 cars. Each vehicle

must be less than 6 meters (19.8 feet) long by 2 meters (6.6 feet) wide by 1 meter (3.3 feet) high. All cars must weigh less than 157.5 kilograms (350 pounds) without the driver.

They will race about 1,900 miles (approximately 3,040 kilometers) across the Australian outback from Darwin to Adelaide. Predicted sunny conditions will enable drivers to complete the course in five or six days.

VISITORS FROM TOGO

Compaq recently hosted a delegation from the African nation of Togo. After a formal greeting from Senior Vice President John Gribi, members of the cabinet of the President of Togo and representatives of the Togo press viewed a short slide presentation on the history of the company, examined a few demonstration models of recent Compaq products and briefly toured CCM1 and 2.

Compaq and Intel team up for a quality solution

You would think that if technology powerhouses Compaq and Intel Corporation have a quality problem, it would involve technological innovation. But a recent quality issue between these two companies highlighted a problem common to many businesses–poor communications.

"On Intel products, we were experiencing incoming lot rejection rates nearing 20 percent due to administrative discrepancies such as labeling," says Sheila Roach, Compaq Supplier Quality Engineer. "These discrepancies would occur erratically, spread out over the better part of a year. We would think the problem was fixed, then a few months later it would flare up again. We obviously hadn't found the source of the problem."

Compaq uses Intel advanced microprocessors and other LSI (large scale integration) semiconductor components in a number of its products.

"Compaq is one of Intel's most important customers," explains Noel Durrant, Intel Customer Quality Engineer. "Their need prompted me to mobilize all the Intel resources necessary to find and fix the problem. Having such a high administrative reject rate was embarrassing, given the fact that Intel is shipping at a .0001 percent part defect rate."

Compaq and Intel brought together a variety of specialists on the handling of products between the two companies. The team's objective: to determine the cause of these recurring administrative problems and put procedures in place to stop them.

After several fact-finding meetings, the team determined that poor communication of product specification requirements was causing the administrative rejects. Proper documentation was not in place at Intel to accurately define Compaq administrative requirements. As a result, Intel's manufacturing sites were not shipping material that met Compaq criteria. The non-conforming shipments required special handling at Compaq–and incurred higher costs.

Containment strategy

Upon discovering the root of the problem, both companies immediately implemented plans to contain the short-term problem. "Compaq Supplier Quality Engineers toured key Intel test and warehouse facilities to understand process flows and examine areas of immediate concern," recalls Roach.

Compaq developed procedures that directed any non-complying material received to Rework. At Intel, a company source inspector was on call to check each shipment before it left the Redistribution Center in San Francisco.

A permanent solution

"The permanent correction involved many hours of time on the part of both Compaq and Intel people," notes Roach. "We worked together to properly specify Compaq administrative requirements for Intel. These requirements included labeling specifications for all shipping media, such as tubes, trays and tape and reel," she adds.

Intel responded by assigning corporate specifications to each device ordered by Compaq. "By assigning precise specifications to each Compaq device, all our shipping locations are able to track the customer's exact needs," notes Durrant.

The results were revealing. For the second quarter of 1990, Intel's product acceptance rate climbed to almost 100 percent for Compaq administrative requirements.

Communications between the Compaq Purchasing Department and Intel's Sales Department, and between Compaq Component Engineering and Intel's Specifications Specialists were improved to accommodate the transition to new or upgraded components. "We used many fundamental problem-solving tools, such as defining administrative process flow, to help us understand the problems and find solutions," explains Roach.

Compaq Supplier Quality Engineers and Intel Customer Quality Engineers monitored all changes closely to gauge the effectiveness of actions the two companies had taken.

The results were revealing. For the second quarter of 1990, Intel's product acceptance rate climbed to almost 100 percent for Compaq administrative requirements.

"Teamwork between experts within Compaq and Intel was critical to the solution of this problem," says Roach. "Working on this project resulted in

more than just solving the administrative problem–it resulted in a closer, more open relationship between the two companies."

Durrant agrees. "This improved relationship is the basis for easier and more efficient problem-solving today and in the future. It was very rewarding to work with Compaq and reach a solution that was satisfactory to them," he adds. "We want to do everything possible to keep the relationship between our two companies strong."

Both agree that this association between the two companies may turn out to be the most significant long-term result

of their efforts.

"This recent project demonstrates that technical problems aren't the only ones we must be concerned with. Administrative problems are just as detrimental to our customer's ability to use our products," explains Durrant.

"We don't expect our suppliers to always be perfect, but we do want them to work with us to improve the product and process," states Roach. "This problem-solving exercise with Intel is a good example of how Compaq works to obtain maximum quality in our products and in our business."

GOING UP

Construction has begun on CCA11, the last administrative building planned for the Compaq Center North site. Unlike other administrative buildings, which are built in groups of two or three, CCA11 will stand alone. It is scheduled for completion in July 1991.

A Gathering of the Clans

At a recent managers meeting held in Scotland, members of the company's international management team donned full Scottish regalia to visit Stirling Castle, near the new Compaq Service, Spares and Repair facility in Stirling.

FOCUS

For Compaq, success in Denmark proves no fairy tale

Ask your average person what he or she knows about Denmark and they might mention one of the country's many writers, designers, scientists or philosophers.

Danish notables have through the years made important contributions to the country's fame: Hans Christian Andersen, world renowned writer of fairy tales; Søren Kierkegaard, philosopher and theologian; Victor Borge, pianist/comedian who emigrated to the United States at age 26; Niels Bohr, Nobel Prize-winning nuclear physicist; and celebrated architect Jørn Utzon.

In addition, Denmark boasts such renowned institutions as the Royal Copenhagen Ballet, the Tivoli Gardens (now being replicated in Japan), Legoland (built from millions of Lego toy bricks) and the legendary Carlsberg and Tuborg breweries. Skol!

Together with several other countries, including the United Kingdom, Denmark joined the European Economic Community (EEC) in 1972. Although it is geographically and economically aligned with the rest of Europe, Denmark maintains strong cultural and commercial ties with the Nordic countries–Sweden, Norway and Finland. Thus, Denmark

square meters (about 6,500 square feet) of space in a brand new building, with an option to expand into an additional 1,200 square meters (13,000 square feet) of space.

The establishment of a Compaq subsidiary in Denmark was of great importance for the continued development of the Danish market. It showed that Compaq was committed to supporting the Danish market. From the customer's viewpoint, having Compaq nearby translates into faster access to support and local training, as well as speedy deliveries–arguments that carry weight when a dealer is closing a deal with a major account.

A country with a difference

Denmark is often regarded as just one of many European countries on the leading edge of technological sophistication, with a high PC-per-capita ratio and a discerning software user base. But a closer look at the PC market here reveals certain distinctive characteristics.

The Danes have a marked preference for leading brands, resulting in greater market share for IBM than in most comparable countries. Also, Danish corporate buyers favor industry standards. These two tendencies explain why,

the initial results posted by Compaq Computer A/S confirm the match.

Following its first year as an independent subsidiary, Compaq market share is anticipated to increase to 5.4 percent for 1990 based on billed Danish crowns.

Compaq Denmark intends to direct its future marketing efforts more toward national and local government, sectors that are significantly larger in Denmark than in many other countries, and in which competitors are firmly entrenched. Since Unix is the predominant operating environment in these market sectors, Compaq will train its Authorized Dealers in sophisticated Unix applications.

Compaq Club

Of course, there's more to life than PCs and sales results, so Compaq Denmark convened the first general meeting of the Compaq Club early this year. Its objective: to gather all Compaq employees after working hours for athletic, cultural and social activities. Compaq Club has already arranged successful events such as a bicycle race and picnic for all employees and their family members.

The club's tennis section has attracted numerous Compaq staffers, and several hopeful talents are currently involved in a vigorous training program. Members of the Compaq Denmark staff hope one day to see a member of the Danish Compaq Club in the recently announced 'Compaq Grand Slam Cup' tennis tournament!

A time for festivity

There is a time for serious business, and there is a time for serious celebration. And Compaq Denmark has distinguished itself in both areas.

In 1988, when the COMPAQ SLT/286 was introduced in Copenhagen for the Nordic countries, festivity reached unprecedented levels. The announcement event involved 400 invited guests, mounted Hussars of the Guards, a superb gala dinner and, last but not least, the computer emerging from billowing clouds of smoke before the

The launch of the company's Danish subsidiary in 1988 was highlighted by another launch–as this huge, brightly colored hot-air balloon ascended skyward.

wondering gaze of audience members.

Following this world-class performance, the launch of the Danish subsidiary was staged in a no-less-colorful setting. Hundreds of celebrants enjoyed mild summer weather and a revue of shows offered by the cream of Danish performing artists. At the climax of the festivities, a gigantic Compaq balloon was launched. It travelled 20 miles (30 kilometers) due north before collapsing in a thicket.

The most recent social event arranged by Compaq was a re-announcement of the COMPAQ DESKPRO 468/25 and COMPAQ SYSTEMPRO. This time, the event was set at a fashionable hotel in Copenhagen. The entire arrangement was orchestrated as a replica of the corresponding presentation in Cannes, France.

More than 400 executives from leading Danish companies were present at this gala event. Based on these successes, Compaq Computer A/S plans to stage more sparkling, colorful events in Denmark.

Cold weather didn't spoil the fun for Compaq Denmark staff and their guests at the May 27th picnic sponsored by the subsidiary's Compaq Club.

constitutes a natural link between the EEC and the Nordic countries, a fact that Danish politicians hope will be apparent in the forthcoming Inner Market of the EEC in 1992.

Humble beginnings

In May 1989, the Danish subsidiary of Compaq–Compaq Computer A/S–was established in Copenhagen. Up until that time, Danish Authorized Dealers were supported by the company's European headquarters in Munich.

Initial office space for the subsidiary's three-person staff was a modest 15 square meters (about 160 square feet) of space made available on a provisional basis by the company's Danish advertising agency, Ogilvy & Mather. One month later, Compaq Computer A/S made its move to more suitable facilities–600

for example, Apple Computer has unusually low penetration in the Danish market compared to many European countries.

Also setting Denmark apart from its Nordic neighbors is the size and distribution of its major industries. While Sweden has industrial giants such as Volvo Automobiles and Ericsson Electronics, and Norway has such large companies as Norsk Hydro and Finland Nokia, Danish industry is dominated by small to medium-sized companies that rarely generate high-volume orders. Luckily, the COMPAQ SYSTEMPRO targets precisely the kind of company, with a work force of around 100, that is the average size of a Danish business.

Increasing market share

The dynamics of the Danish market make it a natural for Compaq. And

COUNTRY PROFILE	
Country:	Denmark
Population:	5.2 million
Major cities:	Copenhagen, Aarhus, Odense, Aalborg
SUBSIDIARY PROFILE	
Name:	Compaq Computer A/S
Head office:	Bregnerødvej 133, 3460 Birkerød Denmark
Location:	20 kilometers north of Copenhagen
Phone:	(011) 45 45 82 82 45
Fax:	(011) 45 45 82 27 45
Established:	May, 1989
Number of employees:	20
Number of outlets:	20

Sommermeyer has its spell in the sun

The Spares Processing Group at Sommermeyer in Houston recently held its quarterly group appreciation activity. After lunch, over 250 employees braved the midday heat to gather in the parking lot to spell out Compaq for their coworkers.

Open House welcomes Compaq Singapore

An Open House held Aug. 5 offered Compaq Asia employees the opportunity to introduce their family members to the new manufacturing facility and offices in Yishun, Singapore.

About 2,000 people turned out for the occasion, which featured something of interest to everyone. Pony rides, playground equipment and a clown provided entertainment for the children, while product displays highlighted tours of the new facilities and grounds for grown-ups.

Instant photos taken at the event were given to visitors as souvenirs of the day's events.

COMPAQ